

INDEX

ARTICLES and AUTHORS

You'll notice something new about the 1959 Index. That's because our entire editorial approach was new. Exclusive marketing articles, such as the "Successful Salesmanship" series, "Basic Principles of Merchandising Fertilizer", "Herbicide Market Report" and many others, made FC different.

But we also carried better articles on production methods.

Other new sections were Materials Handling and Custom Application, Technical Review. Interested in reprints? If so, drop us a line.

	MONTH	PAGE
A		
Advertising, Increasing Sales and Profits Through	Nov.	22
Aerial Applicators in Texas Convene	March	30
Agriform of Washington Story	Oct.	42
Air Application of Pesticides, Problems in	Oct.	44
Air Cleaning System at GLF Englishtown Plant	March	25
Akesson, N. B. and Lear, Bert—"Applying Nematocides"	Dec.	38
American Chemical Society, Abstracts of papers		
Div. of Agr. and Food Chemistry	April	42
Div. of Fertilizer and Soil Chemistry	Oct.	62
American Cyanamid Co.'s 'Marketing Mix'	Oct.	24
Ammonia Loss, How to Reduce, During Transfer	July	31
Ammonia Plant, Synthetic, Peru's First On Stream	June	66
Ammoniator, Continuous, Producing High N Grades in the	Aug.	52
Ammoniator, Continuous, Solving the Nitrogen Loss Problem Encountered in	July	24
Ammonium Nitrate-Ammonia-Water Solutions, Use of Urea in	Jan.	28
Ammonium Nitrate: New Use in Putting Bees to Sleep	Dec.	56
Ammonium Nitrate, Fert. Grade, Innocent in Roseburg Disaster	Sept.	39
Analyzing Your Product Distribution Program	Dec.	19
Anthony, J. L., Terman, G. L. and Long, O. H.—"Effect on Crop Yields of Granulation vs. Mechanical Mixing"	Jan.	24
Application, Aerial, of Pesticides, Problems in	Oct.	44
Application, Methods Used by Agriform of Wash.	Oct.	42
Application of Nematocides	Dec.	39
"Applicators Go to School"	Feb.	36
Applying Bulk, Liquid and Bagged Fertilizers	Jan.	44
Atrazine, Research Report on	May	32
"Aviation Trades Group Meets"	Jan.	42

B		
Baker, Allen—"A Positive Approach to Pesticide Problems"	Oct.	29
"Bag Filling Machines"	Jan.	32
Bank Sponsors Fertilizer Conference	April	25
Bartley, Clayton E.—"Late Research Report: Triazine Compounds"	May	28
"Basic Principles in Merchandising Fertilizer"	July	22
Batson, F. M.—"Wet Process Phosphoric Acid in Liquid Fertilizers"	Dec.	36
"Bees' Lullaby"	Dec.	56
Benson, Nels R.—"Metal Chelates in Agriculture"	July	52
"Best Thing I Ever Did for My Farm Customers"	April	25

	MONTH	PAGE
Booklets, and Other Merchandising Aids, First Annual Listing	Oct.	35
Bowman, B. F.—"Cyanamid's 'Marketing Mix'"	Oct.	22
Britton, J. W.—"Working With Wildlife"	Oct.	40
Byck, Lawrence C., Jr.—"The Future of Phosphatic Fertilizer Solution"	Feb.	22

C		
Central Farmers Fertilizer Co.'s Phosphate Plant	June	65
"Chelates in Florida Citrus Production"	Aug.	48
Chelates, Metal, in Agriculture	July	52
"Chemical Control Problems" Conference Report	Nov.	36
Citrus Production, Chelates in Florida	Aug.	48
Clague, Thomas E.—"What Farmers are Saying About Bulk, Liquid and Bagged Fertilizers"	Jan.	44
"Clean Up Your Communications"	Aug.	25
"Clearing the Air"	March	24
"Coming . . . A Marketing Seminar for the Farm Chemicals Industry"	Sept.	30
Communications, 'Clean Up' Your	Aug.	25
"Complete Liquids: Increase and Uncertainty"	April	16
Consumption of Fertilizers and Plant Nutrients, 1957-58	Oct.	66
Consumption of Fertilizer Since 1945	June	28
Containers, Solutions, Look What's Happening in	June	40
Continuous Ammoniator, Producing High N Grades in	Aug.	52
Continuous Ammoniator, Solving the Nitrogen Loss Problem Encountered in	July	24
"Creative Pricing"	Jan.	16
Credit, Fertilizer, Help Your Farmers Obtain More	April	22
Crolius, Peter C.—"Aviation Trades Group Meets"	Jan.	42
—, "Entomological Society Meets at Salt Lake City"	Jan.	50
—, "Look What's Happening in Solutions Containers"	June	40
—, "Non-Chemical Insecticides"	Feb.	30
—, "Pesticides and Wildlife"	Aug.	32
—, "Pipelines Now Move a Variety of Solids"	Sept.	36
—, "PVA . . . Latest Packaging Film"	Oct.	39
Crop Yields, Effect of Granulation vs. Mechanical Mixing on	Jan.	24
Cunningham, Gordon—"Selling Trace Mineral Salts"	July	48
Custom Application: See also Application		
Custom Spray Operators Training School in Ill.	Feb.	36
"Cyanamid's 'Marketing Mix'"	Oct.	22
Czupin, Lou F.—"How Can The Pesticide Industry Increase Sales and Profits?"	Nov.	22

INDEX

ARTICLES and AUTHORS

You'll notice something new about the 1959 Index. That's because our entire editorial approach was new. Exclusive marketing articles, such as the "Successful Salesmanship" series, "Basic Principles of Merchandising Fertilizer", "Herbicide Market Report" and many others, made FC different.

But we also carried better articles on production methods.

Other new sections were Materials Handling and Custom Application, Technical Review. Interested in reprints? If so, drop us a line.

	MONTH	PAGE
A		
Advertising, Increasing Sales and Profits Through	Nov.	22
Aerial Applicators in Texas Convene	March	30
Agriform of Washington Story	Oct.	42
Air Application of Pesticides, Problems in	Oct.	44
Air Cleaning System at GLF Englishtown Plant	March	25
Akesson, N. B. and Lear, Bert—"Applying Nematocides"	Dec.	38
American Chemical Society, Abstracts of papers		
Div. of Agr. and Food Chemistry	April	42
Div. of Fertilizer and Soil Chemistry	Oct.	62
American Cyanamid Co.'s 'Marketing Mix'	Oct.	24
Ammonia Loss, How to Reduce, During Transfer	July	31
Ammonia Plant, Synthetic, Peru's First On Stream	June	66
Ammoniator, Continuous, Producing High N Grades in the	Aug.	52
Ammoniator, Continuous, Solving the Nitrogen Loss Problem Encountered in	July	24
Ammonium Nitrate-Ammonia-Water Solutions, Use of Urea in	Jan.	28
Ammonium Nitrate: New Use in Putting Bees to Sleep	Dec.	56
Ammonium Nitrate, Fert. Grade, Innocent in Roseburg Disaster	Sept.	39
Analyzing Your Product Distribution Program	Dec.	19
Anthony, J. L., Terman, G. L. and Long, O. H.—"Effect on Crop Yields of Granulation vs. Mechanical Mixing"	Jan.	24
Application, Aerial, of Pesticides, Problems in	Oct.	44
Application, Methods Used by Agriform of Wash.	Oct.	42
Application of Nematocides	Dec.	39
"Applicators Go to School"	Feb.	36
Applying Bulk, Liquid and Bagged Fertilizers	Jan.	44
Atrazine, Research Report on	May	32
"Aviation Trades Group Meets"	Jan.	42

B		
Baker, Allen—"A Positive Approach to Pesticide Problems"	Oct.	29
"Bag Filling Machines"	Jan.	32
Bank Sponsors Fertilizer Conference	April	25
Bartley, Clayton E.—"Late Research Report: Triazine Compounds"	May	28
"Basic Principles in Merchandising Fertilizer"	July	22
Batson, F. M.—"Wet Process Phosphoric Acid in Liquid Fertilizers"	Dec.	36
"Bees' Lullaby"	Dec.	56
Benson, Nels R.—"Metal Chelates in Agriculture"	July	52
"Best Thing I Ever Did for My Farm Customers"	April	25

	MONTH	PAGE
Booklets, and Other Merchandising Aids, First Annual Listing	Oct.	35
Bowman, B. F.—"Cyanamid's 'Marketing Mix'"	Oct.	22
Britton, J. W.—"Working With Wildlife"	Oct.	40
Byck, Lawrence C., Jr.—"The Future of Phosphatic Fertilizer Solution"	Feb.	22

C		
Central Farmers Fertilizer Co.'s Phosphate Plant	June	65
"Chelates in Florida Citrus Production"	Aug.	48
Chelates, Metal, in Agriculture	July	52
"Chemical Control Problems" Conference Report	Nov.	36
Citrus Production, Chelates in Florida	Aug.	48
Clague, Thomas E.—"What Farmers are Saying About Bulk, Liquid and Bagged Fertilizers"	Jan.	44
"Clean Up Your Communications"	Aug.	25
"Clearing the Air"	March	24
"Coming . . . A Marketing Seminar for the Farm Chemicals Industry"	Sept.	30
Communications, 'Clean Up' Your	Aug.	25
"Complete Liquids: Increase and Uncertainty"	April	16
Consumption of Fertilizers and Plant Nutrients, 1957-58	Oct.	66
Consumption of Fertilizer Since 1945	June	28
Containers, Solutions, Look What's Happening in	June	40
Continuous Ammoniator, Producing High N Grades in	Aug.	52
Continuous Ammoniator, Solving the Nitrogen Loss Problem Encountered in	July	24
"Creative Pricing"	Jan.	16
Credit, Fertilizer, Help Your Farmers Obtain More	April	22
Crolius, Peter C.—"Aviation Trades Group Meets"	Jan.	42
—, "Entomological Society Meets at Salt Lake City"	Jan.	50
—, "Look What's Happening in Solutions Containers"	June	40
—, "Non-Chemical Insecticides"	Feb.	30
—, "Pesticides and Wildlife"	Aug.	32
—, "Pipelines Now Move a Variety of Solids"	Sept.	36
—, "PVA . . . Latest Packaging Film"	Oct.	39
Crop Yields, Effect of Granulation vs. Mechanical Mixing on	Jan.	24
Cunningham, Gordon—"Selling Trace Mineral Salts"	July	48
Custom Application: See also Application		
Custom Spray Operators Training School in Ill.	Feb.	36
"Cyanamid's 'Marketing Mix'"	Oct.	22
Czupin, Lou F.—"How Can The Pesticide Industry Increase Sales and Profits?"	Nov.	22

	MONTH	PAGE
D		
Davis, Marion M.; Scholl, Walter; Fox, Esther I. and Woodard, Anna W.—"Fertilizer and Plant Nutrient Consumption: 1957-58".....	Oct.	66
Dealers Attitudes and Knowledge, How Do They Rate?.....	June	24
"Dealers Marketing Duties, The".....	Aug.	33
"Demonstrations Sell Chemical Weed Control".....	May	20
"Determining the Drillability of Fertilizers".....	Aug.	34
"Developments in Superphosphate Production Part I.....	April	61
Part II.....	May	54
Distribution Equipment for Solutions.....	June	40
Doane Surveys the Herbicide Market.....	July	50
Dow Chemical Works with Wildlife Conservationists.....	Oct.	40
Drillability of Fertilizers, Determining.....	Aug.	34
"Drive Home Pesticide Truths".....	Nov.	32
Dust Control at GLF Englishtown, N. J., plant.....	March	25
E		
"Economic Pipe Size".....	Nov.	40
"Effect on Crop Yields of Granulation vs. Mechanical Mixing".....	Jan.	24
"Eighteen Telephone Shortcuts to Sales".....	Aug.	18
Entomological Society of America Meeting Report.....	Jan.	50
Equipment, Specialized, for the Dry Bulk Industry.....	April	40
"Estimating Reagent Acid Requirements in Superphosphate Production".....	Nov.	60
Exhibit, Now is the Time to Plan Your Fair.....	April	28
"Experiment Becomes a Success".....	Aug.	16
F		
Fair Exhibit, Now is the Time to Plan Your.....	April	28
Farm Chemicals Marketing Seminar Announcement.....	Sept.	30
Tentative Program Announcement.....	Oct.	28
Program, Background of Speakers.....	Nov.	19
Pictorial: "FCMS in Action".....	Dec.	10
Report, "Marketing in the 60's".....	Dec.	16
Farm Chemicals, New Part I.....	Jan.	30
Part II.....	Feb.	26
Farmer Meetings, How to Build Fertilizer Sales Through.....	Dec.	24
Fertilizer Business, Why We Went Out of the.....	Aug.	21
"Fertilizer Consumption Since 1945".....	June	28
"Fertilizer Industry Round Table" Report.....	Dec.	28
"Fertilizer and Plant Nutrient Consumption: 1957-58".....	Oct.	66
"Fertilizer 'Technical Man'".....	March	12
Fertilizer Tonnage Report: A Valuable Marketing Tool.....	March	18
Fertilizers, Bulk, Liquid and Bagged: What Farmers Are Saying About.....	Jan.	44
Fertilizers, Complete Liquid, Report on.....	April	16
Fertilizers, Suspension.....	Dec.	60
Fertilizers: When Will They Come Into Their Own?.....	Aug.	28
Fertilizers, Wet Process Phosphoric Acid in Liquid.....	Dec.	36
Films and Other Merchandising Aids, First Annual Listing.....	Oct.	35
"Filmstrip Trains Salesmen—Ups Farm Chemical Sales".....	May	18
"Formulation of Malathion Dusts and Powder Concentrates".....	Oct.	64
Fox, Esther I.; Scholl, Walter; Davis, Marion M. and Woodard, Anna W.—"Fertilizer and Plant Nutrient Consumption: 1957-58".....	Oct.	66

	MONTH	PAGE
Fox, E. J. and Jackson, W. A.—"Estimating Reagent Acid Requirements in Superphosphate Production".....		
	Nov.	60
Foy, Fred C.—"Creative Pricing".....	Jan.	16
"Fresh Fact and Opinion on Pesticide Hazards".....	March	20
Fumigants for Stored Grain Insect Control.....	April	44
"Fungicide Development".....	March	40
Fungicides, Specific.....	Feb.	28
"Future of Phosphatic Fertilizer Solution".....	Feb.	22
G		
Grain, Stored, Insect Control in.....	April	44
Grindrod, J.—"Imperial Chemical Expands".....	Sept.	62
"Growth Has Been Phenomenal".....	Sept.	56
H		
"Handling Farm Chemicals with the Tote System".....	May	24
Hansen and Peterson Story.....	July	17
Hargraves, Dr. Malcolm M.—"Pesticide Problems".....	April	30
Harms, John—"Secrets of a Leader".....	Oct.	24
Hartzler, F. E.—"Basic Principles in Merchandising Fertilizer".....	July	22
——, "Clean Up Your Communications".....	Aug.	25
——, "How to Figure Sales Potential".....	Nov.	26
——, "Is Your Promotion Effective?".....	Oct.	33
——, "Personnel Appraisal".....	Sept.	32
Hathaway, Homer—"An Experiment Becomes A Success".....	Aug.	16
——, "Growth Has Been Phenomenal".....	Sept.	56
——, "Men, Methods, Results".....	Nov.	56
——, "We'll Do Anything But Pay For It".....	Oct.	42
——, "We're Selling All the Time".....	June	22
——, "You Either Have to Grow or Get Out!".....	July	17
"Hayes-Sammons Story".....	Sept.	16
Health Hazards of Pesticides Discussed.....	April	32
"Help Your Farmers Obtain More Credit for Fertilizer".....	April	22
"Herbicide Market".....	July	50
Herbicides, Pasture Renovation with.....	June	44
"Hidden Plusses in Your Product".....	Oct.	16
"How Can the Pesticide Industry Increase Sales and Profits?".....	Nov.	22
"How Do Your Dealers' Attitudes and Knowledge Rate?".....	June	24
"How to Figure Sales Potential".....	Nov.	26
"How to Motivate Salesmen to Sell More Fertilizer At a Profit, Part I.....	July	20
Part II.....	Aug.	14
"How to Pick Up New Business from Your Old Accounts".....	Dec.	20
"How the Post Office Can Help You Sell".....	Nov.	16
"How to Put Muscle in Your Marketing".....	Feb.	14
"How to Reduce Ammonia Loss During Transfer".....	July	31
I		
"Imperial Chemical Expands".....	Sept.	62
Insect Control in Stored Grain.....	April	44
Insect Resistance, Research Progress on Part I.....	Nov.	42
Part II.....	Dec.	58
Insecticide Performance in Rothamsted Tests.....	Sept.	60
Insecticides, Non-Chemical.....	Feb.	30
International Minerals Fertilizer Sales Training Meeting in Baltimore, Md.....	March	16
International Minerals Launches Second Stage of 'Full Orbit'.....	Jan.	20
Iowa Fertilizer Dealer, Study of the.....	June	24
"Is Your Promotion Effective?".....	Oct.	32

INDEX

	MONTH	PAGE
J		
Jackson, W. A. and Fox, E. J.—"Estimating Reagent Acid Requirements in Superphosphate Production".....	Nov.	60
K		
Kennerly, A. B.—"Bees' Lullaby".....	Dec.	56
——, "Texas Ag Pilots Convene".....	March	30
Kerns, Jack—"Servicing 'Future Business'".....	Sept.	20
Klaus, Erwin H.—"How to Build Fertilizer Sales Through Successful Farmer Meetings".....	Dec.	24
——, "How to Motivate Salesmen to Sell More Fertilizer at a Profit" Part I.....	July	21
Part II.....	Aug.	14
——, "How to Put Muscle In Your Marketing".....	Feb.	14
L		
"Late Research Report: Triazine Compounds".....	May	28
Leonard, C. D.—"Chelates in Florida Citrus Production".....	Aug.	48
Lear, Bert, and Akesson, N. B.—"Applying Nematocides".....	Dec.	39
"Liability, Your Customers and the Law".....	March	44
Liquid Fertilizer Containers.....	June	40
Liquid Fertilizers, Complete, Report on.....	April	16
Long, O. H.; Terman, G. L. and Anthony, J. L.—"Effect on Crop Yields of Granulation vs. Mechanical Mixing".....	Jan.	24
"Look What's Happening in Solutions Containers".....	June	40
Love, Gene—"The Fertilizer 'Technical Man'".....	March	12
Lowenstein, J. G.—"Economic Pipe Size".....	Nov.	40
Lutz, Paul A.—"Demonstrations Sell Chemical Weed Control".....	May	20
Lynden Dept. Store's Fertilizer Div. Story.....	Aug.	16
M		
Malathion Dusts and Powder Concentrates, Formulation of.....	Oct.	64
Market for Herbicides.....	July	50
Marketing: See also Advertising, Communications, Credit, Merchandising, Promotion and Salesmanship		
Marketing at Hansen and Peterson.....	July	17
Marketing at Hayes-Sammons.....	Sept.	16
Marketing at Quincy Farm Chemicals.....	June	22
Marketing at Star Fish and Bone Fertilizer.....	Sept.	20
Marketing, How to Put Muscle in Your.....	Feb.	14
"Marketing: Keystone of Future Profits".....	Jan.	14
Marketing, the Meaning of.....	Dec.	16
Marketing Mix, Cyanamid's.....	Oct.	22
Marketing Research and Sales Planning.....	Dec.	18
Marketing, Role of the Fertilizer 'Technical Man' in.....	March	13
Marketing Seminar, Farm Chemicals, program Announced.....	Nov.	19
Pictorial, "FCMS in Action".....	Dec.	10
Report, "Marketing in the 60's".....	Dec.	16
Marketing Tool, Your Fertilizer Tonnage Report Is a.....	March	18
Materials Handling: See also Containers, Bag Filling, Pipe		
Materials Handling, Bulk Fertilizer.....	April	40
"Materials Handling Ideas".....	Sept.	38
Materials Handling with the Tote System.....	May	24
McCorkle, C. O.—"When Will Farm Chemicals Come Into Their Own?".....	Aug.	29
Meeker Fertilizer Co., Pesticide Div., Story.....	Sept.	56
Meetings, Farmer, How to Build Fertilizer Sales Through.....	Dec.	24
"Men, Methods, Results".....	Nov.	56
Merchandising Aids Listing for 1959.....	Oct.	34
Merchandising Calendar.....	Jan.	22
Merchandising Fertilizer, Basic Principles in.....	July	22
"Metal Chelates in Agriculture".....	July	52

	MONTH	PAGE
Metcalfe, Lee, Interview on Pesticides and Wildlife.....	Aug.	31
Midwestern College Agronomists-Fertilizer Industry Meeting.....	March	21
Mineral Salts, Trace, Selling.....	July	41
Moore, Henry C.—"Problems Concerning Air Application of Pesticides".....	Oct.	4
Motivating Salesmen.....	July	21
N		
National Agricultural Chemicals Assn. Convention Program.....	Oct.	21
Report.....	Nov.	32
National Aviation Trades Assn. Meeting Report.....	Jan.	41
National Fertilizer Solutions Assn. 1958 Convention Report.....	Jan.	51
1959 Convention Report.....	Dec.	26
National Plant Food Institute Convention Program.....	June	14
Convention Report.....	July	28
Fertilizer Salesman's Handbook.....	June	30
Fertilizer Salesmen's School Report.....	Feb.	18
Nematocides, Applying.....	Dec.	38
"New Farm Chemicals" Part I.....	Jan.	30
Part II.....	Feb.	26
"New NPFI Target: Your Salesman".....	Feb.	18
Newsom, William S., Jr.—"Suspension Fertilizers".....	Dec.	60
Nitrogen Loss, Solving the Problem of.....	July	24
Nitrogen, Producing High Grades in the Continuous Ammoniator.....	Aug.	52
"Non-Chemical Insecticides".....	Feb.	30
"Now Is the Time to Plan Your Fair Exhibit".....	April	28
Nowak, Theodore—"Marketing: Keystone of Future Profits".....	Jan.	14
O		
Oregon Agricultural Chemicals Coordinating Committee Forms.....	Sept.	59
P		
Packaging, PVA Film Used in.....	Oct.	39
Pacific Northwest Plant Food Assn. Convention Report.....	Aug.	33
"Pasture Renovation with Herbicides".....	June	44
"Personnel Appraisal".....	Sept.	32
Persuasion, Secrets of.....	May	14
"Peru's First Synthetic Ammonia Plant Goes on Stream".....	June	66
Pesticide Hazards, Wildlife Groups Discuss.....	March	20
"Pesticide Problems".....	April	30
Pesticide Problems, A Positive Approach to.....	Oct.	29
"Pesticide Research".....	April	43
"Pesticide Situation for 1958-59".....	June	20
Pesticides, New Part I.....	Jan.	30
Part II.....	Feb.	26
Pesticides and Fertilizers: When Will They Come Into Their Own?.....	Aug.	28
"Pesticides and Wildlife".....	Aug.	32
Phosphatic Fertilizer Solution, the Future of.....	Feb.	22
"Phosphoria Gulch".....	June	65
Phosphoric Acid, Wet Process, in Liquid Fertilizers.....	Dec.	36
Pipe Size, Aid to Choosing Economic.....	Nov.	40
"Pipelines Now Move a Variety of Solids".....	Sept.	36
Pollock, Ted—"18 Telephone Shortcuts to Sales".....	Aug.	18
——, "14 Ways to Win Definite Decisions".....	June	16
——, "How the Post Office Can Help You Sell".....	Nov.	16
——, "How to Pick Up New Business from Old Accounts".....	Dec.	20
——, "Secrets of Persuasion".....	May	14
——, "Tested Ways to Convince Your Prospect That The Price is Secondary".....	July	14
——, "The Hidden Plusses In Your Product".....	Oct.	16
——, "What's In It for Me?".....	Sept.	26
"PVA . . . Latest Packaging Film".....	Oct.	39

	MONTH	PAGE
"Positive Approach to Pesticide Problems".....	Oct.	29
Potential Sales, How to Figure.....	Nov.	27
Plant Nutrient and Fertilizer Consumption, 1957-58.	Oct.	66
Price is Secondary, Ways to Convince Your Prospect that.....	July	14
Pricing, Creative.....	Jan.	16
"Problems Concerning Air Application of Pesticides".....	Oct.	44
"Producing High N Grades in the Continuous Ammoniator".....	Aug.	53
Production, Superphosphate, Estimating Reagent Acid Requirements in.....	Nov.	60
Production Facilities at Imperial Chemical.....	Sept.	62
Production Methods: See also Dust Control, Formulation, Fertilizer, Nitrogen, Suspension and Wet Process		
Production of Superphosphate, Developments in Part I.....	April	61
Part II.....	May	54
Promotion: See also Exhibit, Communications, Meetings		
Promotion, Effective.....	Oct.	32
Promotion Practices of the Simonsen Bros.....	March	29
Promotion Program for the Pesticide Industry.....	Oct.	29
Promotion Tool, Sohio Chemical Uses NPFI Fertilizer Salesman's Handbook as a.....	June	30
Public Relations, A Positive Program for the Pesticide Industry.....	Oct.	29
"Putting the NPFI 'Super Salesman' to Work for You".....	June	30

Q

Quincy Farm Chemical Story.....	June	22
---------------------------------	------	----

R

<i>Rash, Harry E.</i> —"The Best Thing I Ever Did for My Farm Customers".....	April	25
Reagent Acid Requirements, Estimating, in Superphosphate Production.....	Nov.	60
Resistance, Insect, Research Progress on Part I.....	Nov.	42
Part II.....	Dec.	58
"Roseburg Disaster".....	Sept.	39
Rothamsted Experimental Station Tests with Insecticides.....	Sept.	60

S

Sales Potential, How to Figure.....	Nov.	27
Salesmanship, Successful, Series:		
"18 Telephone Shortcuts to Sales".....	Aug.	18
"14 Ways to Win Definite Decisions when the Prospect Says, 'I'll Think It Over'....."	June	16
"How to Pick Up New Business from Your Old Accounts".....	Dec.	20
"How the Post Office Can Help You Sell".....	Nov.	16
"Secrets of Persuasion".....	May	14
"The Price is Secondary".....	July	14
"The Hidden Plusses in Your Product".....	Oct.	17
"What's In It for Me?".....	Sept.	26
Salesmen, Filmstrip Trains.....	May	18
Salesmen, How to Motivate Part I.....	July	20
Part II.....	Aug.	14
Salesmen's School Held by NPFI.....	Feb.	18
<i>Scholl, Walter; Davis, Marion M.; Fox, Esther I. and Woodard, Anna W.</i> —"Fertilizer and Plant Nutrient Consumption: 1957-58".....	Oct.	66
Second Stage of IMC's 'Full Orbit' Launched.....	Jan.	20
"Secrets of a Leader".....	Oct.	24
"Secrets of Persuasion".....	May	14
"Sell Quality—Not Price".....	March	16
"Selling Trace Mineral Salts".....	July	48
"Service is Profitable".....	March	28
"Servicing 'Future Business'".....	Sept.	20
Simazine, Research Report on.....	May	28

JANUARY, 1960

	MONTH	PAGE
Slides, Color, and other Merchandising Aids, First Annual Listing.....	Oct.	35
<i>Slack, A. V.</i> —"Developments in Superphosphate Production," Part I.....	April	61
Part II.....	May	54
Sohio Chemical's Use of NPFI Salesman's Handbook.....	June	30
Solutions Containers, Look What's Happening in.....	June	40
"Solving the Nitrogen Loss Problem".....	July	24
"Specialized Equipment for the Dry Bulk Industry".....	April	40
"Specific Fungicides".....	Feb.	28
<i>Sprague, Milton A.</i> —"Pasture Renovation with Herbicides".....	June	44
Star Fish and Bone Fertilizer Co. Story.....	Sept.	20
"Stored Grain Insect Control".....	April	44
"Successful Farmer Meetings".....	Dec.	24
Superphosphate Production, Developments in Part I.....	April	61
Part II.....	May	54
Superphosphate Production, Estimating Reagent Acid Requirements in.....	Nov.	60
"Suspension Fertilizers".....	Dec.	60

T

Technical Man, the Fertilizer.....	March	12
Telephone Shortcuts to Sales.....	Aug.	18
<i>Terman, G. L.; Long, O. H.; and Anthony, J. L.</i> —"Effect on Crop Yields of Granulation Vs. Mechanical Mixing".....	Jan.	24
"Tested Ways to Convince Your Prospect that the Price is Secondary".....	July	14
"Texas Ag Pilots Convene".....	March	30
Tonnage Report, Fertilizer, Is a Valuable Marketing Tool.....	March	18
Tote System, Handling Farm Chemicals with the.....	May	24
Trace Mineral Salts, Selling.....	July	48
Triazine Compounds, Research Report on.....	May	28
<i>Tucker, H. H.</i> —"Use of Urea in Ammonium Nitrate-Ammonia-Water Solutions".....	Jan.	28

W

Weed Control, Demonstrations Sell Chemical.....	May	20
<i>Welch, G. Burns</i> —"How to Reduce Ammonia Loss During Transfer".....	July	31
"We'll Do Anything But Pay For It".....	Oct.	42
"We're Selling All the Time".....	June	22
"Wet Process Phosphoric Acid in Liquid Fertilizers".....	Dec.	36
"What Farmers are Saying About Bulk, Liquid and Bagged Fertilizers".....	Jan.	44
"What's In It for Me?".....	Sept.	26
"When Will Farm Chemicals Come Into Their Own?".....	Aug.	28
<i>White, F. J., Jr.</i> —"Handling Farm Chemicals with the Tote System".....	May	24
"Why We Went Out of the Fertilizer Business".....	Aug.	21
Wildlife Groups Discuss Pesticide Hazards.....	March	20
Wildlife and Pesticides.....	Aug.	32
Wildlife, Working with.....	Oct.	40
<i>Wilson, J. D.</i> —"Fungicide Development".....	March	40
——, "Specific Fungicides".....	Feb.	28
<i>Woodard, Anna W.; Scholl, Walter; Davis, Marion M.; and Fox, Esther I.</i> —"Fertilizer and Plant Nutrient Consumption: 1957-58".....	Oct.	66
"Working with Wildlife".....	Oct.	40

Y

Yakima Valley Spray Co. Story.....	Nov.	56
Yields, Effect of Granulation vs. Mechanical Mixing on Crop.....	Jan.	24
<i>Yost, J. F. and Frederick, I. B.</i> —"Formulation of Malathion Dusts and Powder Concentrates".....	Oct.	64
"You Either Have to Grow or Get Out!".....	July	17
"Your Fertilizer Tonnage Report: A Valuable Marketing Tool".....	March	18

53